

AHPRA releases new tool to help guide use of testimonials in advertising

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The Australian Health Practitioner Regulation Agency ("AHPRA") has recently launched a new tool to assist practitioners and advertisers understand their obligations about using testimonials and reviews to advertise regulated health services.

Testimonials as a form of advertising are prohibited under the National Law because they do not usually provide a balanced source of information. The new tool includes information and flow charts to help clarify why testimonials are not allowed and what types of reviews or other feedback are permitted.

AHPRA's advertising compliance and enforcement strategy commenced in April 2017 with the testimonial tool being the latest resource released by AHPRA as part of the strategy.

Read AHPRA's media release [here](#). Access the testimonial tool and other advertising resources [here](#).

People that can help



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